



CITY OF  
**HAYWARD**  
HEART OF THE BAY

# **Proposed Banner Program Downtown Business Improvement Area Advisory Board**

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**Economic Development  
City Manager's Office**

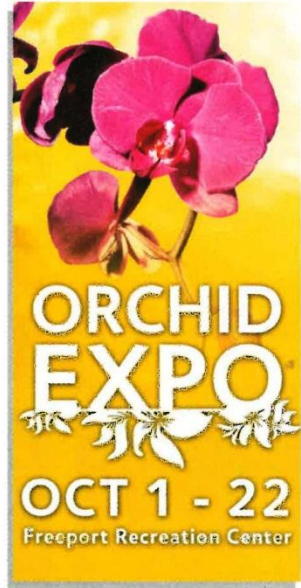


# Banners: Current and Potential

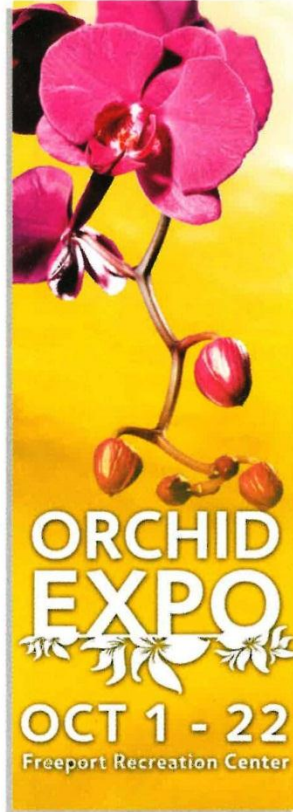
- Current situation
  - 45 banners
  - 4 rotations
  - Not located in high visibility areas.
- Potential Banner considerations
  - Assumptions:
    - We suggest larger banners on Foothill, parts of A Street and Mission (along The Loop)
    - We suggest smaller banners on the side pedestrian streets (B Street, Main Street, some of C Street)



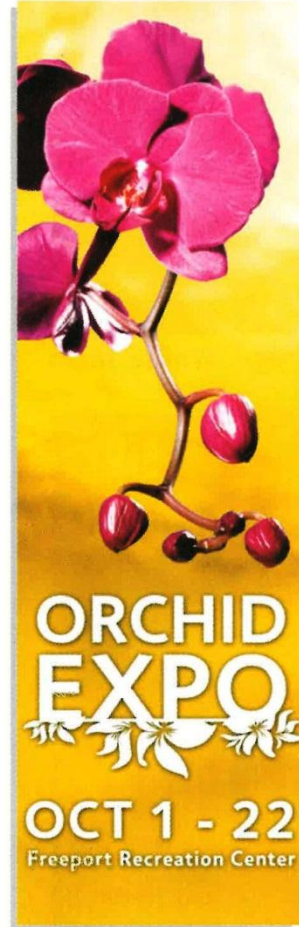
# Standard Banner Sizes



30" x 60"



30" x 84"



30" x 96"



# Examples of stock banners



Welcome Shop



Welcome Dine



Welcome Play



Silhouette Shop



Silhouette Dine



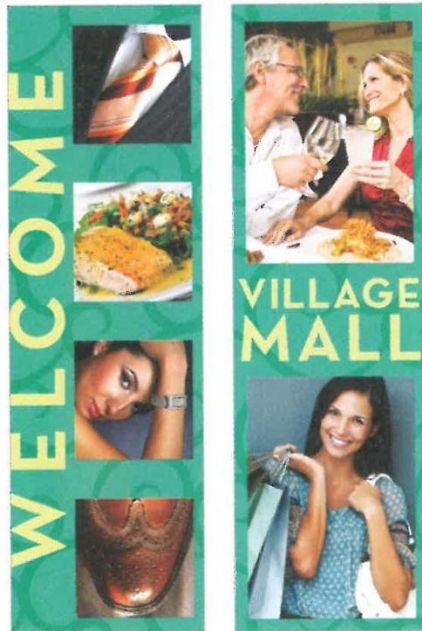
Silhouette Enjoy

# Examples





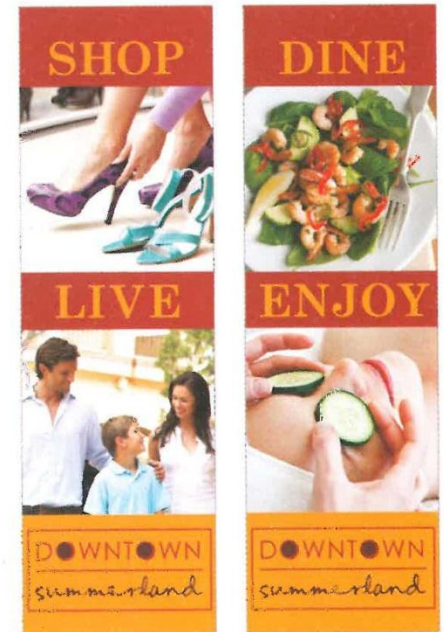
# Examples



Shopping Mall (double)



Town Square (double)



Town (double)



# Examples of other banner programs





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# Possible Messages

- Stop and Discover Hayward
- Shop Hayward
- Hayward FIRST
- Great Friends, Great Food, Hayward
- Hayward: Diversity with Style



# BIA Budget for Banners

- The adopted FY 2014 BIA budget is \$90,000
- The total banner budget is \$18,900 divided as follows:

One banner rotation	\$ 3,400
Banner Storage	\$ 500
Hardware	\$15,000
- The total marketing, promotions and communications budget is \$33,000. A portion of this budget could also be used to pay for the banner program.



# Budget

- Individual Banners costs
  - 18" X 42" range from \$39 to \$51
  - 30" x 94" range from \$105 to \$183
- Installation ranges from \$28 per banner to \$120
- Hardware for the small banners ranges from \$49 per banner to \$113.
- Hardware for large banners range from \$69 per banner to \$117.





# Proposed Banner Program-60 Banners

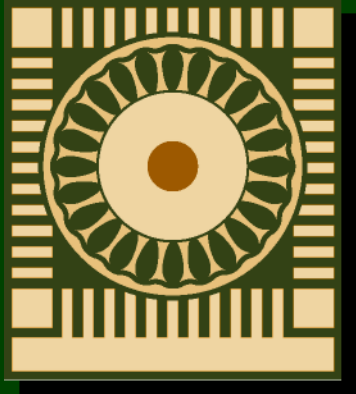
- Banner costs (includes banners, hardware & installation)
  - 30 Small Banners -- \$4,800 to \$9,100
  - 30 Large Banners -- \$8,200 to \$13,400
  - Project range -- \$13,000 to \$22,500
- 2<sup>nd</sup> rotation (banners and installation only)
  - 30 Small Banners -- \$2,400 to \$5,500
  - 30 Large Banners -- \$4,900 to \$9,700
  - Project range -- \$7,300 to \$15,200



# Discussion

- Next steps
  - Size
  - Location
  - Message
  - Working group to work on the project





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